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1. (currently amended) A printing device, comprising:
a media routing assembly configured to route a print media for printing;
a scanning device configured to recognize a media identifier that
identifies the print media when the print media is routed by the media routing
5 assembly;
an application component configured to determine a brand of the print
media from the recognized media identifier; and
a memory component integrated with a replaceable component of the
printing device, the memory component configured to maintain information
10 about the print media which can be obtained for marketing analysis.
2. (currently amended) A printing device as recited in
claim 1, ~~further comprising a~~ wherein the memory component is further
configured to maintain information corresponding to a total number of print
15 media routed by the media routing assembly, and a total number of a particular
brand of print media having a recognizable media identifier.
3. (canceled)
- 20 4. (original) A printing device as recited in claim 1, wherein the
application component is further configured to determine a type of the print
media from the recognized media identifier.

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5. (currently amended) A printing device as recited in claim 1, ~~further comprising a~~ wherein the memory component is further configured to maintain information corresponding to a total number of print media routed by the media routing assembly and information corresponding to a total number of a particular brand and a particular type of print media having a recognizable media identifier, and wherein the application component is further configured to determine a type of the print media from the recognized media identifier, ~~and wherein the memory component is further configured to maintain information corresponding to a total number of a particular brand and a particular type of print media having a recognizable media identifier.~~

6. (original) A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is an image on the print media.

7. (original) A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a watermark.

8. (original) A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

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9. (original) A printing device as recited in claim 1, wherein the scanning device is a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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10. (currently amended) A printing device as recited in claim 1, wherein the application component is further configured to determine a percentage of a total number of a the particular brand of print media having a recognizable media identifier to a total number of the print media routed by the media routing assembly.

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11. (currently amended) A printing device as recited in claim 1, ~~further comprising a~~ wherein the memory component is further configured to maintain information corresponding to a total number of print media routed by the media routing assembly, a total number of a particular brand of print media having a recognizable media identifier, and a percentage of the total number of a the particular brand of print media to the total number of print media, and wherein the application component is further configured to determine the percentage.

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12. **(currently amended)** A system, comprising:
a plurality of printing devices, wherein an individual printing device
comprises:

5 (i) a media identification component configured to recognize a
media identifier that identifies a print media when the print media is
routed for printing within the printing device;

(ii) an application component configured to determine a type of
the print media from the recognized media identifier; and
an information database configured to maintain information from the
10 plurality of printing devices, the information corresponding to a total number of
print media routed for printing, and a total number of a particular type of print
media having a recognizable media identifier.

13. **(original)** A system as recited in claim 12, further comprising
15 a network communication system configured to connect the plurality of
printing devices with the information database, wherein the information
database is remotely located from the printing devices.

14. **(original)** A system as recited in claim 12, wherein an
20 individual printing device further comprises a memory component configured
to maintain the information for the individual printing device.

15. **(currently amended)** A system as recited in claim 12,
wherein an individual printing device further comprises a memory component
25 integrated with a replaceable component of the individual printing device, the
memory component configured to maintain the information for the individual
printing device which can be obtained for marketing analysis.

16. (original) A system as recited in claim 12, further comprising a computing device connected to one or more of the plurality of printing devices, the computing device comprising a memory component configured to maintain the information for the one or more printing devices.

5 17. (original) A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is an image on the print media.

10 18. (original) A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a watermark.

15 19. (original) A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

20 20. (original) A system as recited in claim 12, wherein the media identification component is a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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21. (currently amended) A system as recited in claim 12, wherein the information database is further configured to maintain information corresponding to a percentage of the total number of a the particular type of print media to the total number of print media.

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22. (currently amended) A method, comprising:
routing a print media in a printing device;
determining a type of the print media from a media identifier when said routing the print media; and

10 maintaining information for marketing analysis, the information maintained with a memory component that is integrated with a replaceable component of the printing device, and the information corresponding to a total number of print media routed in the printing device and a total number of a particular type of print media having a determinable media identifier.

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23. (currently amended) A method as recited in claim 22, further comprising determining the total number of print media routed in the printing device, and determining the total number of a the particular type of print media having a determinable media identifier.

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24. (currently amended) A method as recited in claim 22, further comprising determining a percentage of the total number of a the particular type of print media to the total number of print media routed in the printing device.

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25. (currently amended) A method as recited in claim 22,
further comprising:

determining the total number of print media routed in the printing
device;

5 determining the total number of a the particular type of print media
having a determinable media identifier; and

determining a percentage of the total number of a the particular type of
print media to the total number of print media.

10 26. (original) A method as recited in claim 22, further comprising
determining a brand of the print media from the media identifier when said
routing the print media.

15 27. (currently amended) A method as recited in claim 22,
further comprising:

determining a brand of the print media from the media identifier when
said routing the print media;

determining the total number of print media routed in the printing
device;

20 determining a total number of a the particular brand and particular type
of print media having a determinable media identifier; and

determining a percentage of the total number of a the particular brand
and particular type of print media to the total number of print media.

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28. (original) A method as recited in claim 22, further comprising
determining a brand of the print media from the media identifier when said
routing the print media, and maintaining information corresponding to a total
number of a particular brand and particular type of print media having a
5 determinable media identifier.

29. (currently amended) A method as recited in claim 22,
further comprising obtaining the information from the memory component, and
10 ~~storing~~ communicating the information in an information database.

30. (original) A method as recited in claim 22, wherein said
determining comprises scanning the print media with an optical scanner
configured to recognize the media identifier, and wherein the media identifier
is an image on the print media.

31. (original) A method as recited in claim 22, wherein said
determining comprises scanning the print media with an optical scanner
configured to recognize the media identifier, and wherein the media identifier
is a watermark.

32. (original) A method as recited in claim 22, wherein said
determining comprises scanning the print media with an optical scanner
configured to recognize the media identifier, and wherein the media identifier
is a product barcode implemented as a watermark.

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33. (original) A method as recited in claim 22, wherein said determining comprises scanning the print media with a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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34-35. (canceled)

36. (currently amended) A computer-readable medium comprising computer executable instructions that, when executed, direct a computing printing system to perform a method comprising:

10 determining a brand of a print media from a media identifier when routing the print media in a printing device;

determining a type of the print media from the media identifier;

determining a total number of print media routed in the printing device;

15 determining a total number of a particular brand and particular type of print media having a determinable media identifier; and

determining a percentage of the total number of a the particular brand and particular type of print media to the total number of print media; and

20 maintaining information for marketing analysis, the information maintained with a memory component that is integrated with a replaceable component of the printing device, and the information corresponding to at least one of the total number of print media routed in the printing device, the total number of the particular brand and particular type of print media, and the determined percentage.

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37. (canceled)